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CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ 148

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

February 1964

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES
DRINKS, AND OTHER PRODUCTS
NOVEMBER 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

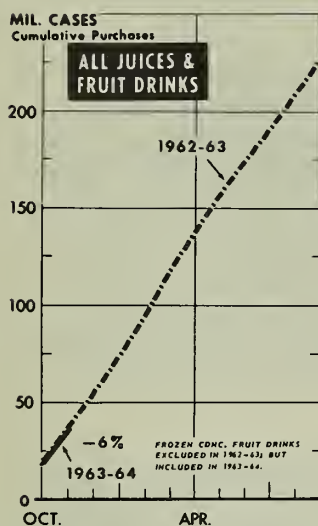
Household purchases of frozen concentrated and canned single-strength juices, chilled orange juice, and canned single-strength fruit drinks in November 1963 were down 17 percent in comparison with the same month of 1962. Nevertheless, since prices were higher, consumers spent 4 percent more for these products than a year earlier.

The drop in consumption resulted from sharp reductions in use of orange and grapefruit juices that more than offset gains in movement of noncitrus juices and the drinks. The rise in expenditures reflected greater outlays for canned grapefruit juice, noncitrus juices, and canned drinks that counterbalanced reduced spending for the orange juices.

The decline in use of orange and grapefruit items stemmed from lower-than-usual supplies as a continuing result of the December 1962 freeze that severely damaged or killed many citrus trees in Florida, the principal producing area.

November purchases of frozen concentrated orange juice were off 51 percent from a year earlier; chilled orange juice, off 26 percent; and canned orange juice, off 33 percent. Prices were substantially higher, but expenditures for the concentrate were down 16 percent and more moderate declines were reported for chilled and canned orange juices. Use of canned grapefruit juice dropped 19 percent, but the relative rise in price was greater and expenditures increased rather sharply.

In contrast to the declines recorded for citrus products, gains of 3 percent in purchases and 7 percent in expendi-



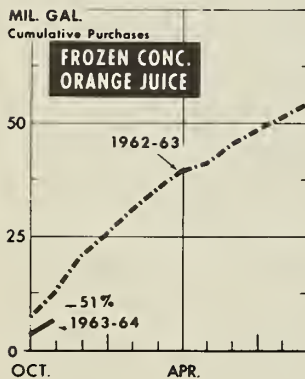
tures were reported for canned single-strength noncitrus juices. Use of frozen concentrated noncitrus juices was up 33 percent, and expenditures were up 55 percent. Further, sales of canned single-strength fruit drinks increased 37 percent, and expenditures, 40 percent.

Retail movement of frozen concentrated fruit drinks was down sharply from October and the summer months. Information on purchases of these products for April-September 1963, which recently became available through the Florida Citrus Commission, is incorporated in this report.

Purchases of fresh grapefruit were down 4 percent from November 1962 and fresh oranges were down 17 percent. Prices were higher so consumers spent a little more for oranges and 22 percent more for grapefruit than a year earlier. Sales of canned grapefruit sections were down 21 percent, but because of higher prices, expenditures increased slightly. On the other hand, both purchases and expenditures for chilled citrus salads and sections were down substantially.

FROZEN CONCENTRATED JUICES

Relatively Few Families Buy FCOJ



November purchases of frozen concentrated orange juice were down sharply from a year earlier when prices were well below average and a special promotional campaign was underway to accelerate movement of larger-than-usual inventories. Supplies this November were short and prices high as a result of continuing effects of the December 1962 freeze that interrupted the promotional program, decimated the heavy 1962-63 citrus crop, and impaired productive capacity in 1963-64 and beyond by damaging or killing many citrus trees in Florida, where almost all of the frozen concentrated orange juice is produced.

The household market for frozen concentrated orange juice in November was about the same as in the preceding month, but purchases were down 51 percent -- 3.4 million gallons -- from November 1962. (See tables 1, 15-18, and figures 7-9.) Moreover, combined purchases in October and November, the first 2 months of the current reporting year, were off 51 percent -- 6.9 million gallons -- from corresponding

months of 1962-63. 1/ (See figure in margin.)

Contrasted to this, consumption of noncitrus juices and canned fruit drinks increased rather sharply over November 1962. Gains made by competing products, however, were small in relation to the decline in use of frozen concentrated orange juice and other citrus juices. (See table 14.)

Purchases of frozen orange juice averaged 6.2 cans among the 20.4 percent of families that bought in November. While about the same as in the preceding month, both components of retail sales were down substantially from November 1962, and were below levels that prevailed in 1958 when supplies also were short as a result of winter freezes. (See table 1A.)

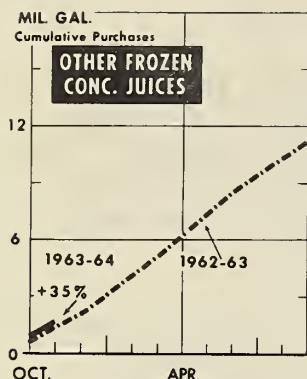
Retail prices averaged 27.4 cents per 6-ounce can, the lowest since April, but 72 percent higher than last November. In comparison with 1957-61 averages for the month, November prices were up 38 percent and purchases were down 34 percent.

The average buyer spent \$1.69 for frozen orange juice -- 28 percent more than in November 1962. However, because fewer families bought, total consumer outlay was down 16 percent -- \$3.5 million -- from the 1962 month, and was down 10 percent from the 1957-61 average.

Use of Other Frozen Concentrated Juices Up Substantially

Retail movement of all other frozen concentrated juices such as grape, grapefruit, pineapple and citrus blends, was up 33 percent -- 210,000 gallons -- from 12 months earlier. Nonetheless, the seasonal decline from summer months was greater than in 1962 or earlier years. (See tables 8 and 18.)

1/ Monthly and cumulative purchases and expenditures for all products are for 4-week (28-day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased, as shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated juices and orange drink were converted at 4 to 1, and other frozen concentrated fruit drinks, at 4.7 to 1. The latter is a revision from October when a conversion factor of 4 to 1 was used for all frozen concentrates. Because of the inclusion of frozen concentrated fruit drinks, data on total purchases and share of market are not comparable with those published through September 1963.

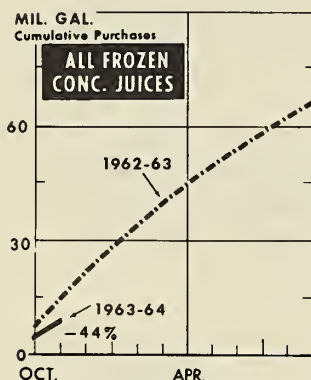


Purchases averaged 5.4 cans among 6.1 percent of families that bought. Comparable data are not available for earlier months.

Prices paid continued to advance, rising 0.5 cent from October and 3 cents from November 1962 to reach 21.2 cents per 6-ounce can. Thus, the average buyer spent \$1.13 for these juices, the third highest for report products.

As both purchases and prices increased, the total amount consumers spent for this group of products was up 55 percent -- \$1.4 million -- from the preceding November. The relative gains in both purchases and expenditures exceeded those recorded for other juices or drinks.

Frozen Concentrated Juices Have 28 Percent of Household Market



Household purchases of total frozen concentrated juices were off 44 percent -- 3.2 million gallons -- from November 1962 as the drop in use of frozen orange juice, the dominant product in the household market, more than offset the rise in purchases of other frozen juices.

These products accounted for 28 percent of the juices and fruit drinks used in homes in November. In comparison, all single-strength juices represented 41 percent of the market, and all fruit drinks, 31 percent.

Retail prices of frozen concentrated juices in November were up substantially from a year earlier to 26.1 cents per 6-ounce can. But because of the purchase decline, consumer expenditures were down 9 percent.

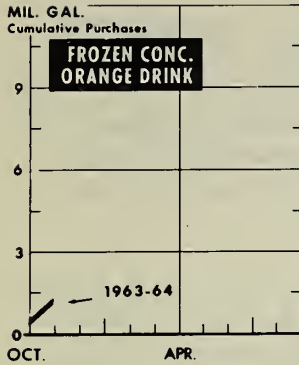
October-November cumulative purchases were off 44 percent -- 6.4 million gallons -- from 1962-63. (See figure in margin.) And, cumulative expenditures were down 9 percent or \$4.3 million.

FROZEN CONCENTRATED FRUIT DRINKS

Frozen Concentrated Orange Drink Down From October

Household use of frozen concentrated orange drink was off 23 percent -- 135,000 gallons -- from October to continue the downturn from summer months. Comparable data are not

available for a year earlier. 2/ (See table 7 and figures 7-9.)

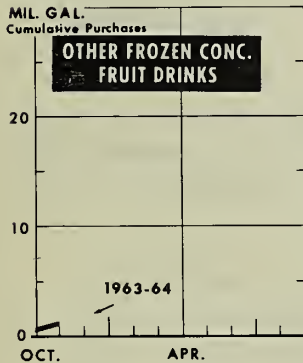


This product represented 3 percent of all juices and fruit drinks used in the home. In comparison, canned single-strength orange juice had 2.6 percent of the market, chilled orange juice, 4 percent, and frozen concentrated orange juice, 22 percent.

Purchases of frozen orange drink averaged 4.5 cans among the 3.7 percent of families that bought. Both components of sales were below levels of preceding months.

Retail prices averaged 17.7 cents per 6-ounce can -- up 0.7 cent from October and highest reported since April. The average buyer spent 80 cents for the drink, about half as much as for frozen concentrated orange juice. (See tables 15-17.)

Use of Other Frozen Concentrated Fruit Drinks Down Seasonally



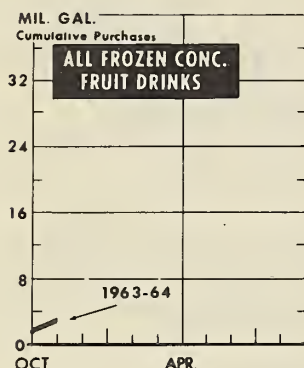
Purchases of other frozen concentrated fruit drinks, including lemonade, citrus blends, and a wide variety of other punches, ades, and drinks, were off 32 percent -- 290,000 gallons -- from October and 83 percent from the lively pace of summer months. 3/ The seasonal fluctuation in use of this group of products is greater than for competing items. (See table 7 and figures 7 and 9.)

Retail prices were up 0.7 cent from October to 13.9 cents per 6-ounce can, the highest recorded in the 8 months data are available. Nevertheless, these drinks were the least expensive products reported, and while they accounted for 5 percent of total juice and fruit drink consumption, they represented only 3 percent of consumer outlay.

2/ Purchase data for frozen concentrated orange drink for April-September 1963 have been made available by the Florida Citrus Commission, and are shown in table 7. Purchases of these products were converted to single-strength equivalent at 4 to 1 in computing share of market and cost per serving.

3/ Data for these products for April-September 1963 are now shown in table 7. In computing share of market and cost per serving, these products were converted to single-strength equivalent at 4.7 to 1. This is an approximation since concentrations vary widely, and purchases of individual products, which may fluctuate sharply by season, are not known. The conversion factor is a revision from October when these drinks were converted at 4 to 1.

Total Use of Frozen Concentrated Drinks Down Substantially

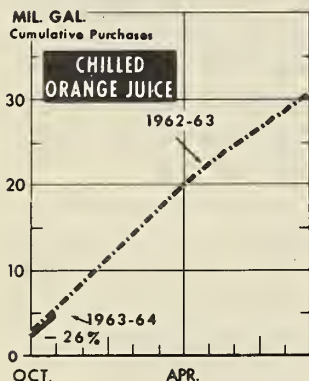


The total quantity of frozen concentrated fruit drinks bought for home use this November was down 29 percent -- 427,000 gallons -- from October and 76 percent from July when sales were at the peak for this 8-month series. The declines from both October and July were sharper than those reported for canned single-strength fruit drinks. (See table 7 and figures 7 and 9.)

Prices paid were up 5 percent from October to 15.5 cents per 6-ounce can, the highest reported. As this advance was small in relation to the decline in purchases, consumer outlay was off 24 percent from October.

CHILLED ORANGE JUICE

Total Expenditures for Chilled Orange Juice Down Slightly



Higher prices and downturns in number of buyers and volume of purchases continued to characterize the retail market for chilled orange juice this November. (See figures 2 and 7-9.)

Purchases were off contraseasonally from October and were down 26 percent from November a year earlier. Except for September, this represented the slowest movement reported since mid-1960.

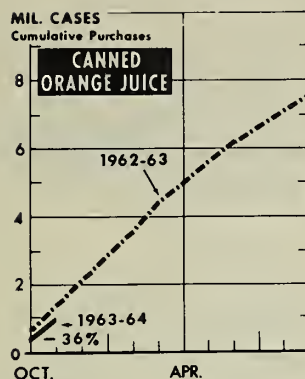
Most of the decline stemmed from a loss in number of buyers, which dropped from 6.2 to 4.7 percent of the Nation's families. The average size of purchase, 3.2 quarts per buying family, also was smaller than in the preceding November.

Retail prices were up 33 percent from the below-average price of a year earlier to a new high -- 48.5 cents per quart. As a result, expenditure per buying family was up 28 percent to \$1.55, also a new high. However, this gain was not quite enough to counterbalance the loss in number of buyers, and total consumer outlay was down 2 percent.

CANNED SINGLE-STRENGTH JUICES

Canned Orange Juice Finds Few Buyers

Only in August have so few bought canned single-strength orange juice as in November, when but 4.3 percent of the Nation's families used the product. Since the average

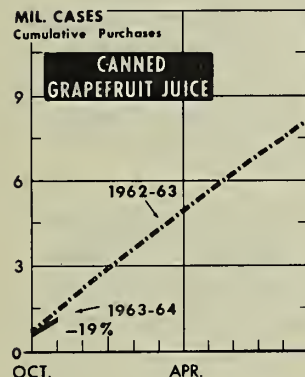


size of purchases (1.8 cans per buying family) also was among the smallest recorded in this 15-year series, retail sales were off 33 percent -- 220,000 cases -- from November 1962 and 44 percent from the 1957-61 average for the month. The juice accounted for 2.6 percent of all juices and fruit drinks bought for household use, the smallest share reported for any product. (See figures 3 and 7-9.)

The upturn in prices continued, with the November average up 1.2 cents from October and 16 cents from a year earlier to a new high of 51.4 cents per 46-ounce can. The average buyer spent 94 cents for the juice, more than in any other month of the past 2 years. But because fewer families bought, consumer outlay was the smallest recorded for the month of November. (See tables 15-17.)

Grapefruit Juice Prices and Expenditures Up

November sales of canned single-strength grapefruit juice were slow, but as prices peaked consumer expenditures were at a 5-year high for the month. (See figures 4 and 7-9.)



Retail movement, off about 19 percent from November 1962 and the 1957-61 average for the month, was the slowest recorded since the summer of 1960. The drop in sales was brought about by a loss in the number of buyers to only 4.6 percent of the Nation's families, along with a decline in the size of purchase to 2.1 cans per buying family. Both facets of sales were close to the lowest recorded in this 14-year series.

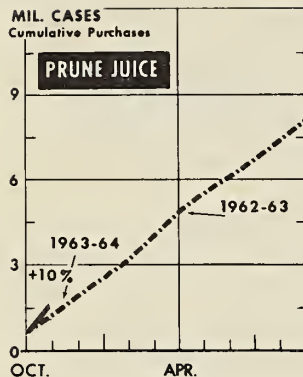
Supplies were short and retail prices were up 42 percent from the low level of a year earlier to 38.4 cents per 46-ounce can. Nevertheless, this continued to be the least expensive of the citrus juices, and the average expenditure per buying family (81 cents) was the lowest reported for any juice or fruit drink.

Since the relative advance in price of canned grapefruit juice was greater than the decline in purchases, expenditures per buying family were up a third from last November, and total consumer outlay was up 16 percent. (See tables 15-17.)

Sales and Expenditures for Prune Juice Remain on Uptrend

The number of buyers, the volume of purchases, and the consumer outlay for prune juice this November was the highest recorded for the month in this 15-year series. And October-November cumulative purchases were 10 percent -- 127,000 cases -- ahead of 1962-63, the previous high

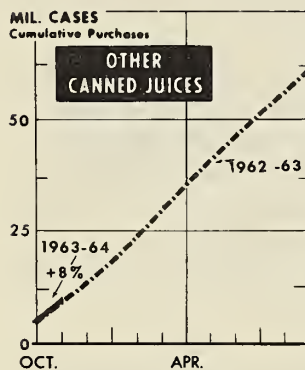
year. (See figure in margin and figures 5 and 7-9.)



November purchases were 9 percent -- 56,000 cases -- above a year earlier and 18 percent above the 1957-61 average for the month. The gain was generated by an increase in the number of users to 7.2 percent of the Nation's families, augmented by an increase in the size of purchase to 2.4 quarts per buying family.

Retail prices were down slightly to 42 cents per quart. However, the buying family expenditure remained at \$1.00, and as more families bought, the total amount spent for prune juice was up 7 percent from November 1962. Expenditures for this one product were about as great as combined expenditures for canned orange and grapefruit juices. (See tables 15-17.)

Upturn in Use of Other Canned Juices Halted



Purchases of all other canned single-strength juices, including apple, grape, pineapple, tomato, and citrus blends, were down 8 percent from October. Prices remained comparatively low, but movement was the slowest reported since the December freeze. Even so, this group of products accounted for 27 percent of all juices and fruit drinks used in homes in November. (See tables 8 and 18.)

Purchases averaged 2.3 cans among the 34 percent of the families that bought one or more of the juices included in the product group. Most of the decline from October was a result of a smaller size of purchase; the proportion of buyers was steady. Comparable data are not available for a year earlier.

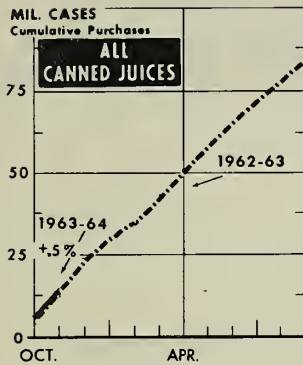
Retail prices were up moderately to 31.5 cents per 46-ounce can. This amounted to 4.1 cents per 6-ounce serving, 18 to 55 percent less than the cost of competing juices. Total consumer expenditures exceeded the year-earlier amount by 7 percent. (See tables 15-17.)

Cumulative October-November purchases were 8 percent -- 734,000 cases -- above the same 2 months of 1962-63. (See figure in margin.) Cumulative expenditures were up 12 percent or \$3.1 million.

Canned Juices in Twice as Many Homes as FCOJ

Household use of total canned single-strength juices was off 3 percent -- 212,000 cases -- from November 1962 and was below use-levels in most months since that time. The decline was the outcome of a reduction in use of orange

and grapefruit juices that nullified increased consumption of noncitrus items. The product group accounted for 37 percent of all juices and fruit drinks bought for home use in November.



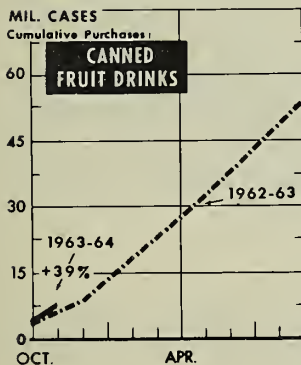
Size of purchase averaged 2.6 cans among the 41.3 percent of the Nation's families that bought. This was more than twice the proportion that purchased frozen concentrated orange juice, whereas in November 1962, 42 percent used canned juices and 31 percent used the concentrate

Prices charged by retailers were up 10 percent to a new high of 36.8 cents per 46-ounce can. Accordingly, a 6-ounce serving cost 4.8 cents this November, 14 percent more than canned fruit drinks, but 26 percent less than frozen concentrated juices. The typical buyer spent 94 cents for canned juices -- an advance of 6 percent over a year earlier. And despite the decline in movement, total consumer outlay was up 7 percent. (See tables 15-17.)

Purchases in the first 2 months of the 1963-64 reporting year were about the same as in October-November 1962-63. Cumulative expenditures, however, were up 9 percent.

CANNED SINGLE-STRENGTH FRUIT DRINKS

More Families Buy Canned Fruit Drinks



Household consumption of canned single-strength fruit drinks, such as orange, grape, pineapple-grapefruit, and a wide variety of other flavors and blends, increased 37 percent or 1.1 million cases in comparison with November 1962. Notwithstanding that gain, however, the October-November seasonal drop was greater than usual. This type of product accounted for 23 percent of the total quantity of juices and fruit drinks bought for home use during the month. (See table 11 and figures 7-9.)

A greater number of buyers, together with larger-size purchases accounted for the gain. This November 21.9 percent of housewives bought compared with 17.5 percent last November. And the purchase per buying family (3.1 cans) was 10 percent larger.

Retail prices averaged 32.2 cents per 46-ounce can, a mere 0.5 cent more than last November. In comparison, prices of other products were up as much as 72 percent. The average buyer increased his expenditure for canned drinks from 90 cents to \$1.00. And with more families in the

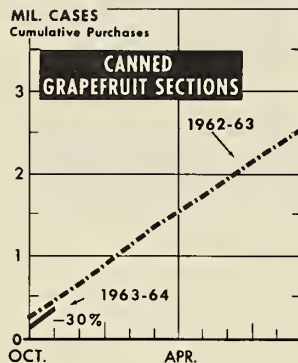
market, total consumer outlay was up 40 percent or \$3.4 million. In contrast, expenditures for frozen concentrated orange juice were down \$3.5 million. (See tables 15-17.)

Sales also were heavy in October and cumulative purchases in the first 2 months of the 1963-64 season were 39 percent ahead of 1962-63. (See figure in margin.)

CITRUS SALADS AND SECTIONS

Sales of Grapefruit Sections Sink to New Low

A paucity of buyers, high prices, and record-low retail sales characterized the household market for canned grapefruit sections this November. (See figures 6-9.)



Purchases were off 21 percent -- 39,000 cases -- from last November and 43 percent from the 1957-61 average for the month. Movement also was slow in October and cumulative purchases in the first 2 months of the 1963-64 reporting year were 30 percent -- 141,000 cases -- below a year earlier. (See figure in margin.)

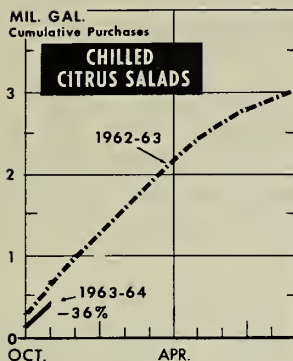
Only 2.9 percent of the Nation's housewives served canned grapefruit sections this November, the smallest proportion reported in this series, initiated in 1956. Sales were further decimated when remaining buyers reduced their size of purchase to only 2.7 cans.

Prices paid were up 0.8 cent from the preceding month and 6.6 cents from November 1962, to bring the average to a new high of 27.8 cents per No. 303 can. As a result, and notwithstanding the decline in purchases, the average expenditure per buying family was up 15 percent from last November to 75 cents and total consumer outlay increased 3 percent. Nevertheless, November expenditures were among the lowest recorded for the product. (See tables 15-17.)

Movement of Chilled Citrus Salads Also Slow

Fewer buyers this November than last led to sharp reductions in household purchases and expenditures for chilled citrus salads and sections. (See table 9.)

Retail sales were off 35 percent -- 138,000 -- from last November. Movement also was slow in October, and cumulative purchases in the first 2 months of the current reporting year were 36 percent -- 255,000 gallons -- below the same 2 months of 1962-63. (See figure in margin.)

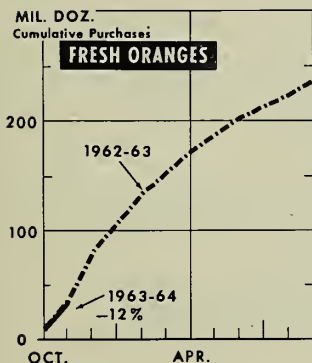


The sluggish movement resulted from a decline in the number of buyers to 1.3 percent of the Nation's families compared with 2 percent last November. The average size of purchase (1.5 quarts per buying family) was about the same.

Retail prices were up 12 percent from November 1962 to 68.9 cents per quart, but even so were the lowest reported since that time. Expenditures per buying family (\$1.02) were well above a year earlier. Nevertheless, as fewer families bought, total expenditures were off 27 percent. (See tables 16 and 17.)

FRESH ORANGES AND GRAPEFRUIT

Expenditures for Oranges Increase Slightly



The indicated orange crop for 1963-64 is smaller than the below-average crop of a year earlier and is slower in reaching the market. The decline in production stems from continuing effects of December 1962's freeze that severely damaged or killed many orange and grapefruit trees in Florida.

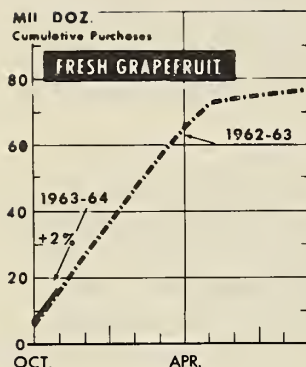
November household purchases were down 17 percent -- 4.2 million dozen -- in comparison with the same month of 1962. This was an outcome of a decline in number of buyers from 28 to 25 percent of the Nation's families, together with a drop in size of purchase from 20 to 18 oranges. (See table 12 and figures 7-9.)

Retail prices averaged 59.7 cents per dozen, up 23 percent from November 1962 when the outlook was for record-high production. The relative advance in price of fresh oranges was smaller than the advances reported for orange juices. Even so, consumers spent 2 percent more for oranges this November than last, but they decreased their expenditures for orange juices. (See tables 16 and 17.)

Cumulative purchases of oranges in October and November were off 12 percent -- 14.4 million dozen -- from corresponding months a year earlier. Cumulative expenditures, however, held about the same.

More Spent for Grapefruit

Indicated production of grapefruit also is below 1962-63 levels. As a result, November retail sales were off 4 percent from a year earlier with about 23 percent of families buying compared with 25 percent.



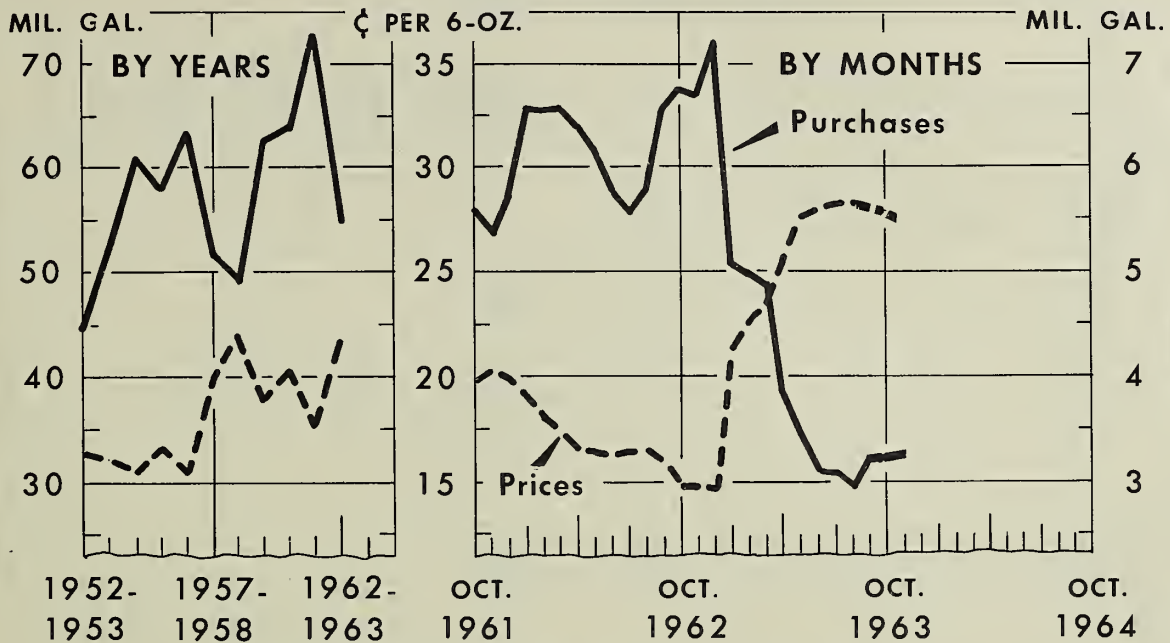
The size of purchase held at about 9.4 grapefruit per buying family. (See table 13 and figures 7-9.)

Prices paid averaged \$1.10 per dozen grapefruit, up 26 percent from November 1962, when the prospect was for a heavy crop. Since the relative rise in price was greater than the drop in purchases, expenditures per buying family (86 cents) were up 26 percent and total expenditures were up 22 percent. (See tables 16 and 17.)

October-November cumulative purchases were 2 percent ahead of a year earlier. (See figure in margin.) But because of higher prices, cumulative expenditures were up 26 percent or \$4 million.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average 1957-61	1962-1963	1963-1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215		32.7		51.5		19.6	15.7	
Oct.-Dec.	15,077	20,603		---		---		---	---	
Jan.	5,312	5,066		28.2		41.9		19.6	21.3	
Feb.	5,207	4,983		28.5		40.7		19.6	22.6	
Mar.	5,172	4,855		28.2		40.2		19.6	23.2	
Jan.-Mar.	15,691	14,904		---		---		---	---	
Apr.	5,147	3,801		23.2		38.1		19.3	25.4	
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

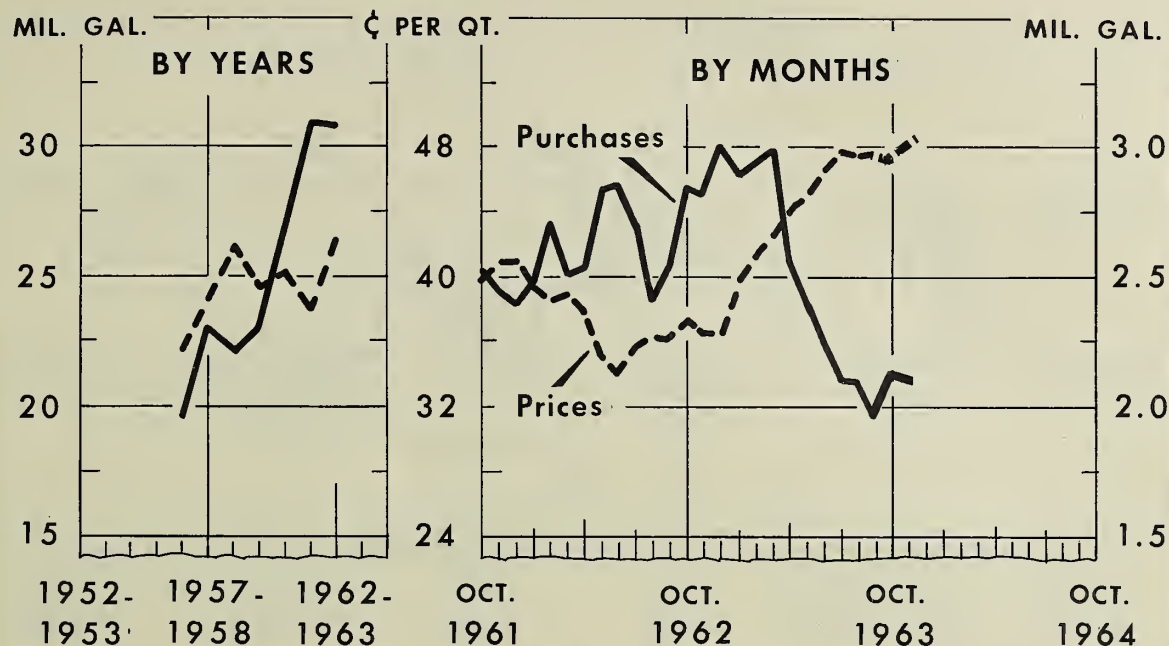
Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Per buying family			Expenditures		
	1957-	1962-	Change	1957-	1962-	Difference	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change	1957-	1962-	Change
	1958	1963		1958	1963		1958	1963		1958	1963		1958	1963		1958	1963	
	1,000	1,000		Pct.			Oz.	Oz.		Cents	Cents		Dol.	Dol.		1,000	1,000	
	gals.	gals.	Pct.	Pct.	Pct.	points										dols.	dols.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50		15.2	15.9	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50		15.4	15.9	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52		15.9	15.7	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42		18.9	21.3	+12.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41		20.3	22.6	+11.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40		21.2	23.2	+9.4	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38		22.2	25.4	+14.4	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36		22.5	27.5	+22.2	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37		23.9	27.8	+16.3	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37		24.2	28.1	+16.1	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36		24.6	28.2	+14.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37		24.7	28.0	+13.4	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--		20.0	21.7	+8.5	---	---	---	220,505	254,507	+15.4
October	1958-	1963-		1958-	1963-		1958-	1963-		1958-	1963-		1958-	1963-		1958-	1963-	
	1959	1964		1959	1964		1959	1964		1959	1964		1959	1964		1959	1964	
October	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36		24.8	27.7	+11.7	1.58	1.68	+6.3	19,803	19,134	-3.4
November	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37		25.0	27.4	+9.6	1.56	1.69	+8.3	19,445	19,073	-1.9
December	3,276			22.4			37			25.5			1.58			17,821		
January	4,364			25.8			41			22.0			1.51			20,481		
February	4,436			26.2			42			20.5			1.42			19,400		
March	4,367			26.1			42			20.3			1.42			18,912		
April	4,448			25.8			43			20.2			1.45			19,168		
May	4,131			24.8			41			20.7			1.42			18,242		
June	4,066			25.9			40			21.3			1.41			18,476		
July	4,018			24.5			40			22.0			1.46			18,858		
August	3,971			24.5			41			22.3			1.53			18,891		
September	4,509			26.9			42			22.1			1.55			21,258		
Season 3/	48,975			---	---	---	--	--		22.1			---	---	---	230,755		

1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.
 2/ Data are for 4-week periods to facilitate comparisons.
 3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

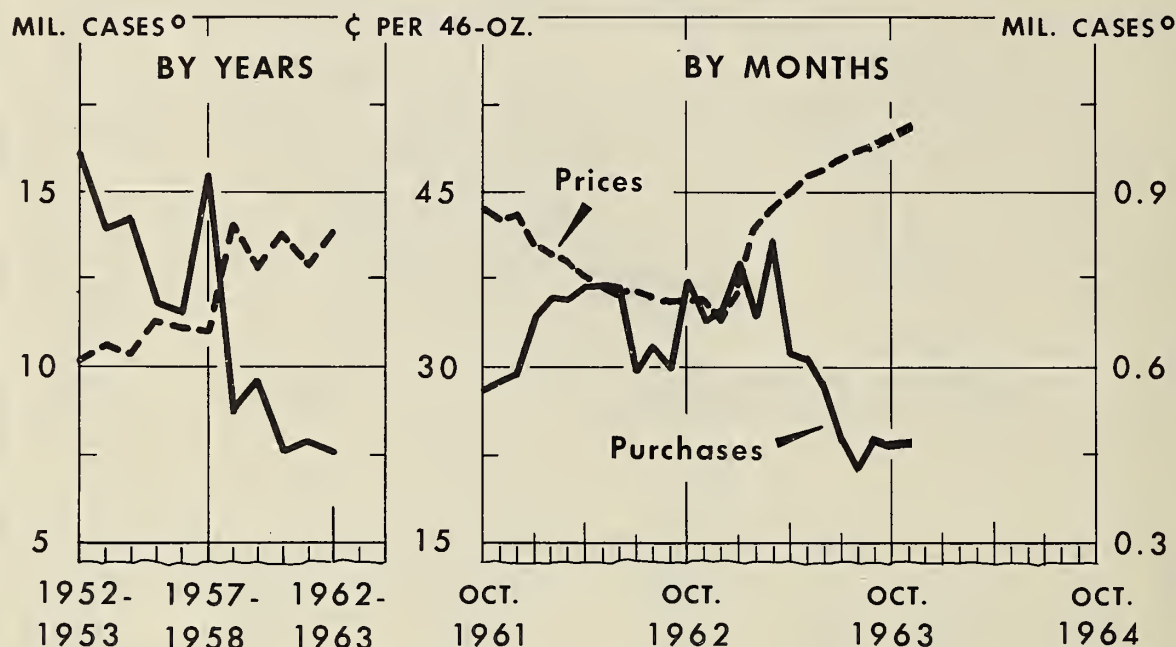
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002		6.3		111.4		40.0	36.3	
Oct.-Dec.	5,878	8,662		---		---		---	---	
Jan.	2,098	2,884		6.4		105.4		39.1	39.8	
Feb.	2,288	2,948		6.5		105.1		38.7	41.6	
Mar.	2,267	2,997		6.4		109.3		39.6	42.4	
Jan.-Mar.	6,653	8,829		---		---		---	---	
Apr.	2,239	2,555		5.6		106.5		39.3	44.1	
May	2,339	2,393		5.5		100.4		38.7	44.9	
June	2,291	2,249		5.4		96.6		38.3	46.6	
Apr.-June	6,869	7,197		---		---		---	---	
July	2,064	2,099		5.1		94.2		39.1	47.7	
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---		---		---	---	
Season	25,339	30,832		---		---		39.3	42.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

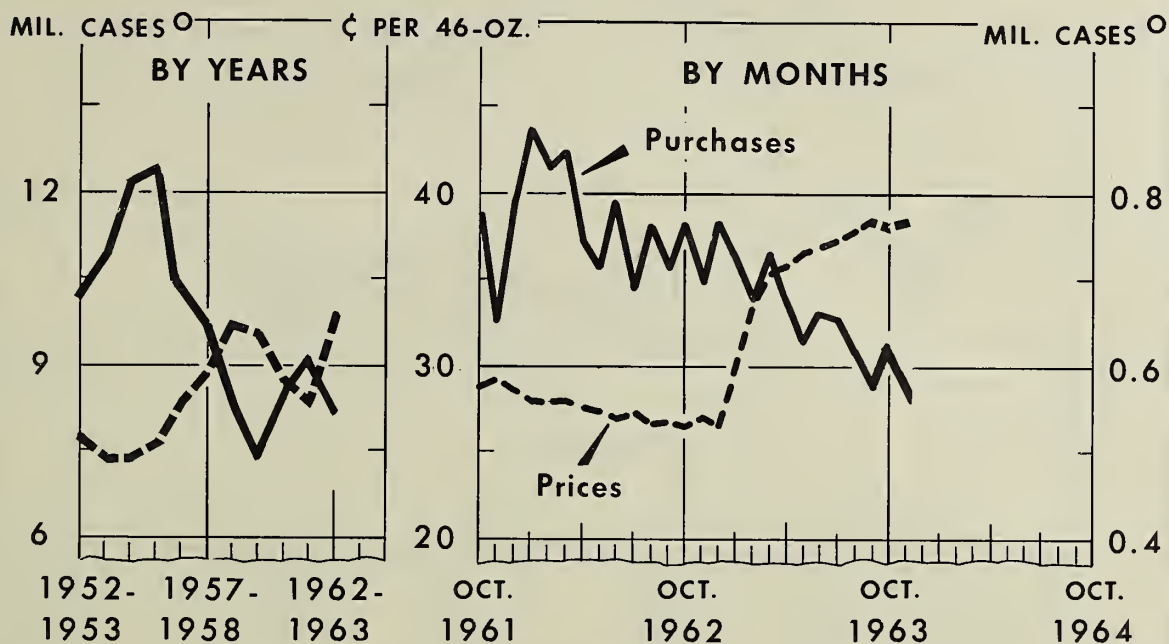
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699		6.0		92.3		38.1	34.0	
Oct.-Dec.	2,414	2,125		---		---		---	---	
Jan.	892	779		6.6		93.2		37.0	36.5	
Feb.	909	680		6.7		80.3		37.5	41.8	
Mar.	915	823		6.9		93.8		37.5	43.5	
Jan.-Mar.	2,716	2,282		---		---		---	---	
Apr.	881	618		5.7		84.6		37.8	44.9	
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

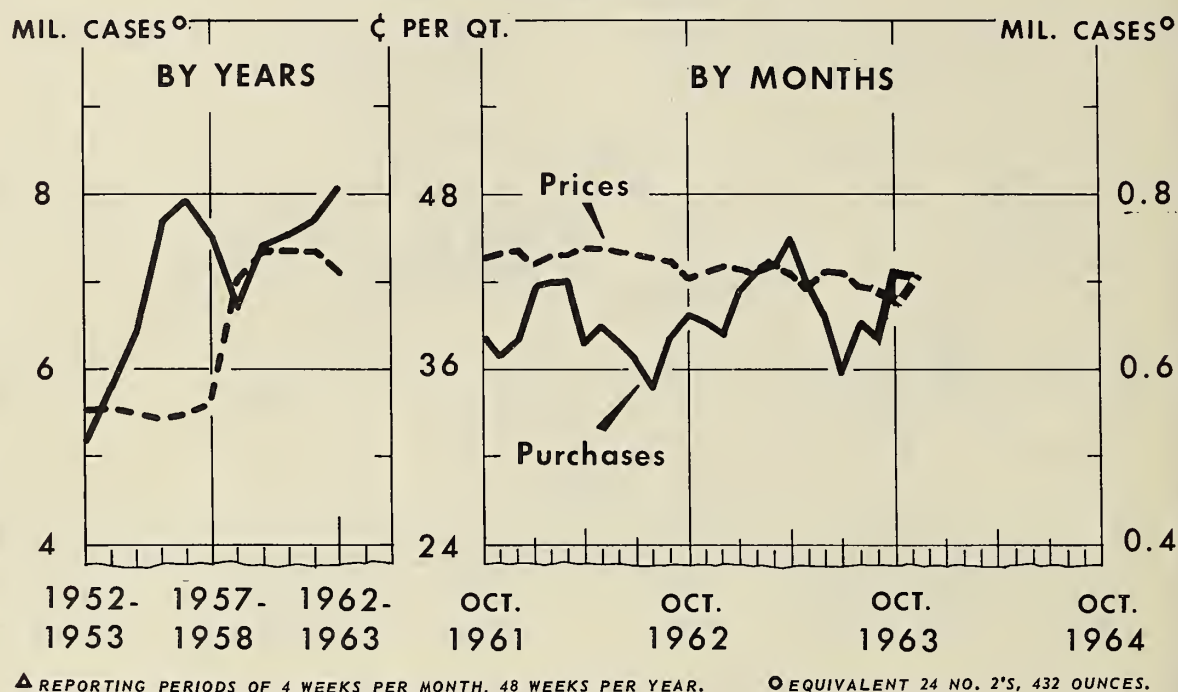
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1962- : 1963- : 1957-61 :	1963 : 1964 :	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765		5.4		111.0		30.4	26.4	
Oct.-Dec.	2,098	2,227		---	---	---	---	---	---	---
Jan.	755	726		5.8		98.3		30.1	29.6	
Feb.	715	674		5.7		93.0		30.4	33.5	
Mar.	738	728		5.9		97.8		30.1	35.3	
Jan.-Mar.	2,208	2,128		---	---	---	---	---	---	---
Apr.	793	668		5.2		99.9		29.1	35.7	
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---	---	---	---	---	---	---
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---	---	---	---	---	---	---
Season	8,572	8,129		---	---	---	---	30.0	33.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

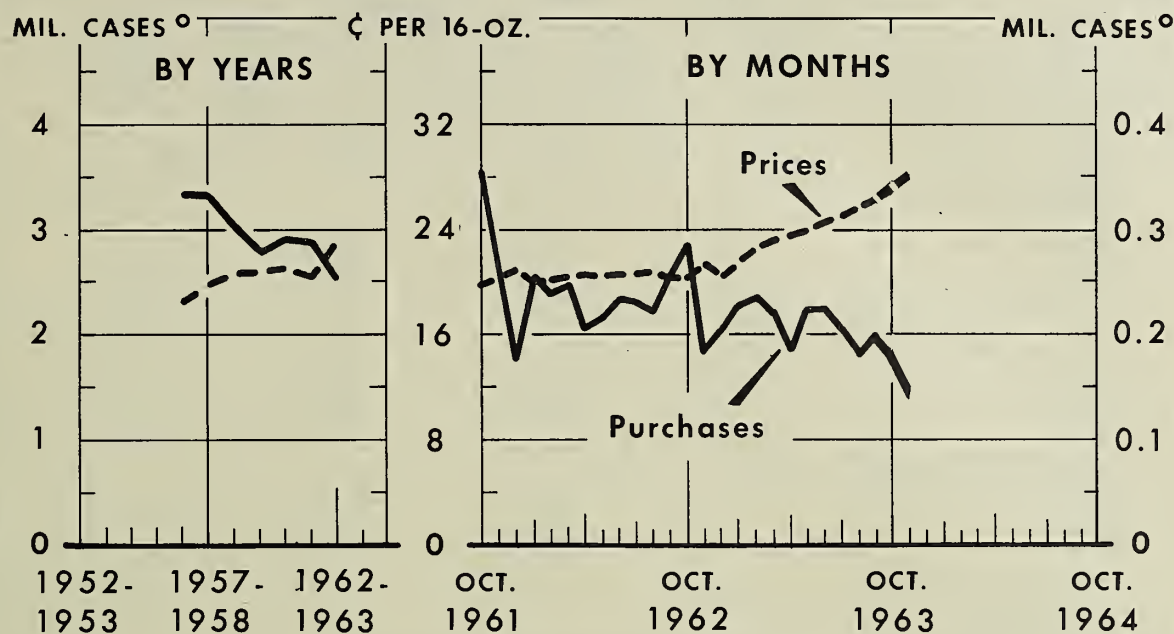
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636		6.3		79.7		40.8	42.8	
Oct.-Dec.	1,829	1,948		---		---		---	---	
Jan.	652	693		7.1		76.8		40.9	42.7	
Feb.	653	716		7.7		73.6		41.4	42.4	
Mar.	654	719		7.8		72.6		41.5	43.2	
Jan.-Mar.	1,959	2,128		---		---		---	---	
Apr.	602	749		8.1		72.8		41.7	42.3	
May	607	700		7.4		74.1		41.8	41.2	
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201		3.3		54.1		20.5	20.3	
Oct.-Dec.	752	668		---		---		---	---	
Jan.	245	228		3.8		52.4		20.2	21.3	
Feb.	239	233		3.8		53.0		20.2	22.5	
Mar.	225	219		3.9		48.4		20.4	22.9	
Jan.-Mar.	709	680		---		---		---	---	
Apr.	227	182		3.4		47.1		20.3	23.3	
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange					Other					Total				
	Total : purchases:	of : families :	per : buying :	per : family :	Prices paid: 6-ounce can	Total : purchases:	of : families :	per : buying :	per : family :	Prices paid: 6-ounce can	Total : purchases:	of : families :	per : buying :	per : family :	Prices paid: 6-ounce can
	1,000 gals.	Percent	Ounces	Cents		1,000 gals.	Percent	Ounces	Cents		1,000 gals.	Percent	Ounces	Cents	
1963															
April	423	3.3	29.9	17.7		1,035	---	---	12.5		1,458	---	---	14.0	
May	523	4.8	25.2	16.5		1,996	---	---	11.8		2,519	---	---	12.8	
June	602	5.6	25.0	16.5		3,021	---	---	11.8		3,623	---	---	12.5	
Apr.-June	1,548	---	---	---		6,052	---	---	---		7,600	---	---	---	
July	703	5.7	28.6	14.6		3,774	---	---	11.7		4,477	---	---	12.1	
August	726	6.0	27.9	15.3		2,956	---	---	11.8		3,682	---	---	12.5	
September	654	5.0	30.2	15.8		1,732	---	---	11.5		2,386	---	---	12.7	
July-Sept.	2,083	---	---	---		8,462	---	---	---		10,545	---	---	---	
1963-64															
October	580	4.4	30.4	17.0		924	---	---	13.2		1,504	---	---	14.7	
November	445	3.7	27.0	17.7		632	---	---	13.9		1,077	---	---	15.5	
December															
Oct.-Dec.															
January															
February															
March															
Jan.-Mar.															
April															
May															
June															
Apr.-June															
July															
August															
September															
July-Sept.															
Season															

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676		17.9		4,247				30.3	
Oct.-Dec.	1,994				13,173					
Jan.	1,027		18.2		5,340				29.8	
Feb.	1,082		19.0		5,867				29.8	
Mar.	1,106		19.1		6,242				30.0	
Jan.-Mar.	3,215				17,449					
Apr.	1,161		19.2		5,605				30.5	
May	1,208		19.4		5,510				30.2	
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326		1.7		45.2		62.4	
Oct.-Dec.	1,031							
Jan.	295		1.7		42.4		64.8	
Feb.	298		1.6		45.4		70.2	
Mar.	286		1.6		42.5		72.5	
Jan.-Mar.	879							
Apr.	284		1.4		47.2		75.0	
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
 2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.
 Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1957-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1957-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347		41.2		122		---	33.4	
Oct.-Dec.	19,379	19,473		---		---		---	---	
Jan.	6,931	7,538		45.5		130		---	33.4	
Feb.	6,940	7,937		47.1		133		---	34.0	
Mar.	7,015	8,512		47.9		140		---	34.5	
Jan.-Mar.	20,886	23,987		---		---		---	---	
Apr.	6,875	7,640		45.7		131		---	35.1	
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1959-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1959-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859		17.4		130		32.3	31.8	
Oct.-Dec.	8,070	9,068		---		---		---	---	
Jan.	3,235	4,176		22.2		148		31.8	30.4	
Feb.	3,362	4,594		23.9		151		31.9	30.9	
Mar.	3,408	4,703		25.5		145		31.7	30.9	
Jan.-Mar.	10,005	13,473		---		---		---	---	
Apr.	3,558	5,075		26.4		151		31.7	30.9	
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
	doz.	doz.	doz.							
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444		41.5		22.4		43.4	49.4	
Oct.-Dec.	105,348	80,123								
Jan.	48,506	27,332		31.8		18.8		45.9	67.3	
Feb.	48,592	25,296		29.5		18.7		49.6	72.9	
Mar.	42,941	20,699		25.6		17.7		51.8	74.6	
Jan.-Mar.	140,039	73,327								
Apr.	35,817	18,016		22.5		17.5		53.7	77.4	
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803								
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814								
Season	370,884	236,067						49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000	1,000	1,000	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
	doz.	doz.	doz.							
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349		23.7		10.5		83.4	88.4	
Oct.-Dec.	28,889	27,715								
Jan.	13,533	9,217		21.2		9.5		83.9	106.2	
Feb.	14,486	10,191		22.6		9.9		82.6	106.8	
Mar.	14,106	9,963		21.8		10.0		85.2	108.6	
Jan.-Mar.	42,125	29,371								
Apr.	11,086	8,933		19.4		10.0		94.1	115.6	
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542								
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067								
Season	96,337	76,695						90.5	107.1	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date ^{1/}

Period ^{2/}	Orange and grapefruit juices ^{3/}			Other juices ^{4/}			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks: products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1963-64	1963-64	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly															
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974*	19,027*	
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	17,239	
December	8,877	10,903		5,825	5,684		2,702	2,859		17,404	19,446				
Oct.-Dec.	26,087	31,333		17,541	17,484		8,539	9,068		52,167	57,885				
January	10,105	8,363		6,302	7,250		3,523	4,176		19,930	19,789				
February	10,146	8,132		6,246	7,865		3,505	4,594		19,897	20,591				
March	10,109	8,192		6,350	8,272		3,601	4,703		20,060	21,167				
Jan.-March	30,360	24,687		18,898	23,387		10,629	13,473		59,887	61,547				
April	9,766	6,547		6,073	7,730		3,708	5,075		19,547	19,352				
May	9,539	5,962		6,172	7,641		4,000	5,169		19,711	18,772				
June	9,214	5,526		5,684	6,985		4,023	5,035		18,921	17,546				
Apr.-June	28,519	18,035		17,929	22,356		11,731	15,279		58,179	55,670				
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338				
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785				
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301				
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424				
Cumulative															
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974*	19,027*	
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	36,266	
December	26,087	31,333		17,541	17,484		8,539	9,068		52,167	57,885				
January	36,192	39,696		23,843	24,734		12,062	13,244		72,097	77,674				
February	46,338	47,828		30,089	32,599		15,567	17,838		91,994	98,265				
March	56,447	56,020		36,439	40,871		19,168	22,541		112,054	119,432				
April	66,213	62,567		42,512	48,601		22,876	27,616		131,601	138,784				
May	75,752	68,529		48,684	56,242		26,876	32,785		151,312	157,556				
June	84,966	74,055		54,368	63,227		30,899	37,820		170,233	175,102				
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440				
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225				
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526				

^{1/} Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. ^{2/} 4-weeks (28-days) per month; 48 weeks per season. ^{3/} Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. ^{4/} All other frozen concentrated and canned single-strength juices, including citrus blends.

* Revised.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Average 5/
	Juices					Average 4/					
	Orange	Other 4/	Average	Orange		Grapefruit	Pine	Other 4/	Average		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63											
October	4.0	4.6	4.0	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0
November	4.0	4.6	4.0	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1
December	3.9	4.5	4.0	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2
January	5.3	4.6	5.2	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0
February	5.6	4.8	5.5	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0
March	5.8	4.8	5.6	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0
April	6.4	4.8	6.0	4.4	8.3	5.9	4.7	7.9	4.0	4.6	4.0
May	6.9	4.8	6.4	4.1	8.4	6.1	4.8	7.7	3.9	4.5	4.0
June	7.0	5.1	6.5	4.1	8.7	6.1	4.8	8.0	4.0	4.6	4.1
July	7.0	5.1	6.6	3.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1
August	7.1	5.2	6.6	3.8	8.9	6.3	4.9	7.8	4.1	4.7	4.1
September	7.0	5.2	6.6	4.0	8.9	6.4	5.0	7.8	4.1	4.7	4.2
Season	5.4	4.8	5.3	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1
1963-64											
October	6.9	5.2	6.5	4.2	8.9	6.5	4.9	7.6	4.0	4.6	4.2
November	6.8	5.3	6.5	4.4	9.1	6.7	5.0	7.9	4.1	4.8	4.2
December											
January											
February											
March											
April											
May											
June											
July											
August											
September											
Season											

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

* Revised.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated		Chilled orange juice		Canned single-strength juices		Canned single-strength fruit drinks		Canned citrus sections		Chilled citrus salads		Fresh oranges		Fresh grapefruit	
	Orange : juice		Orange : drink		Orange : Grapefruit		Prune : All 3/		single-strength fruit drinks		Grapefruit sections		Dols.		Dols.	
	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.
1962-63																
October	1.32	---	1.30	.73	.60	.99	.92	.92	.69	.83	.96	.60				
November	1.32	---	1.21	.70	.60	.99	.89	.90	.65	.90	.79	.68				
December	1.35	---	1.26	.68	.64	1.07	.88	.90	.69	.88	.92	.77				
January	1.49	---	1.31	.74	.63	1.02	.95	.98	.70	.86	1.05	.84				
February	1.53	---	1.37	.73	.68	.98	.98	1.02	.75	1.00	1.14	.88				
March	1.55	---	1.45	.89	.75	.98	1.05	.98	.69	.96	1.10	.90				
April	1.61	.88	1.47	.83	.78	.96	1.00	1.01	.69	1.11	1.13	.96				
May	1.66	.69	1.41	.91	.78	.95	.98	1.03*	.73	1.04	1.10	.95				
June	1.72	.69	1.41	.88	.76	.96	.98	1.02	.78	1.07	1.00	.91				
July	1.71	.70	1.40	.80	.80	.97	.94	1.05	.79	.94	.94	.74				
August	1.70	.71	1.46	.83	.85	.97	.97	1.07	.81	1.16	.96	.65				
September	1.72	.79	1.47	.86	.78	.96	.99	1.04	.86	1.17	.90	.52				
1963-64																
October	1.68	.86	1.44	.86	.80	.99	.99	1.06	.83	1.07	.92	.70				
November	1.69	.80	1.55	.94	.81	1.00	.94	1.00	.75	1.02	.89	.86				
December																
January																
February																
March																
April																
May																
June																
July																
August																
September																

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes citrus blends and other canned single-strength juices not separately detailed.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh grape- fruit oranges	Fresh grape- fruit	Total 4/	
	Orange		Other 3/			Grape- fruit		Prune								
	dols.	1,000	dols.	1,000		dols.	1,000	dols.	1,000							
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	dols.
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290:	9,528	1,719	784	8,042	5,593	(75,754)	
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724:	8,644	1,158	971	12,048	9,238	(81,777)	
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097:	8,533	1,224	813	20,967	10,033	(92,576)	
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954:	11,915	1,457	765	18,394	9,788	(97,554)	
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439:	13,328	1,573	834	18,441	10,884	(103,701)	
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613:	13,661	1,505	830	15,441	10,820	(103,457)	
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072:	14,724	1,272	852	13,944	10,327	100,529*	
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635:	15,042	1,592	793	12,643	7,920	98,377*	
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956:	14,796	1,639	557	9,602	4,354	90,765*	
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918:	16,377	1,512	465	7,462	1,281	86,574*	
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013:	15,484	1,375	443	6,236	774	81,291*	
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137:	13,595	1,566	393	6,699	1,144	78,386*	
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848:	155,627	17,592	8,500	149,919	82,156	(1,090,741)	
1963-64																
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487:	13,914	1,482	605	7,895	7,519	86,291*	
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664:	12,066	1,193	706	12,307	11,264	89,965	
Dec.																
Jan.																
Feb.																
March																
April																
May																
June																
July																
Aug.																
Sept.																
Season																

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods. *Revised.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, November 1962 and 1963 ^{1/}

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family				Average prices paid	
	:Share of:			:Nov. 1962:		:Nov. 1962:				:Nov. 1962:	
	Nov. 1962	Nov. 1963	:Change:	:Nov. 1962:	:Nov. 1963:	Number	Average size	Quantity per month	Unit	:Nov. 1962:	:Nov. 1963:
	1,000	gals.	Pct.	Pct.	Pct.	No.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES:											
Orange	6,669	3,263	-51	22.4	31.3	1.9	2.0	26.2	18.6	15.9	27.4
Other	643	853	+33	5.9	6.1	---	1.8	16.3	17.4	18.2	21.2
Total	7,312	4,116	-44	28.3	---	---	---	---	---	4.0	6.5
FROZEN CONC. FRUIT DRINKS:											
Orange	---	445	---	3.1	---	---	1.4	---	19.3	---	17.7
Other	---	632	---	5.1	---	---	---	---	17.7	---	13.9
Total	---	1,077	---	8.2	---	---	---	---	---	---	3.5
CHILLED ORANGE JUICE	2,811	2,074	-26	3.6	6.2	2.5	2.6	41.9	39.7	36.4	48.5
CANNED SINGLE-STRENGTH JUICES:											
Orange	677	456	-33	2.6	5.9	1.6	1.7	57.0	50.5	35.8	51.4
Grapefruit	697	566	-19	3.3	5.4	1.5	1.6	70.6	62.0	27.0	38.4
Pine	652	708	+9	4.1	6.9	1.8	1.8	41.9	43.0	42.5	42.0
Other	4,535	4,619	+2	26.8	---	---	2.0	---	52.8	29.9	31.5
Total	6,561	6,349	-3	36.8	42.1	2.2	2.3	55.1	52.0	4.3	4.8
CANNED S/S FRUIT DRINKS	2,905	3,990	+37	23.1	17.5	1.8	2.0	71.7	71.2	31.7	32.2
TOTALS (Ready-to-Drink): ^{4/}											
Juices & s/s fruit drinks	18,964	15,832	-17	91.8	---	---	---	---	---	4.3	5.3
Juices & all fruit drinks	---	17,239	---	100.0	---	---	---	---	---	---	5.2
CANNED GRAPEFRUIT SECTIONS	182	143	-21	---	3.3	2.9	1.4	38.3	31.5	21.2	27.8
CHILLED CITRUS SALADS											
	1,000	gals.									
	394	256	-35	---	2.0	1.3	1.5	29.6	31.5	61.6	68.9
FRESH CITRUS FRUIT:											
Oranges	24,791	20,614	-17	---	27.9	24.9	1.6	12.2	10.9	48.6	59.7
Grapefruit	10,570	10,203	-3	---	24.7	23.4	1.7	5.6	5.2	87.4	110.4

^{1/} Data are for 4-week (28-day) periods. ^{2/} Includes frozen concentrated fruit drinks beginning October 1963, hence not comparable with previous data. ^{3/} Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. ^{4/} Frozen concentrated juices and orange drink converted to single-strength at 4 to 1; other frozen drinks, at 4.7 to 1. The latter represents an approximation as quantities marketed by concentration are not known. This is a revision from October. *Per 6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

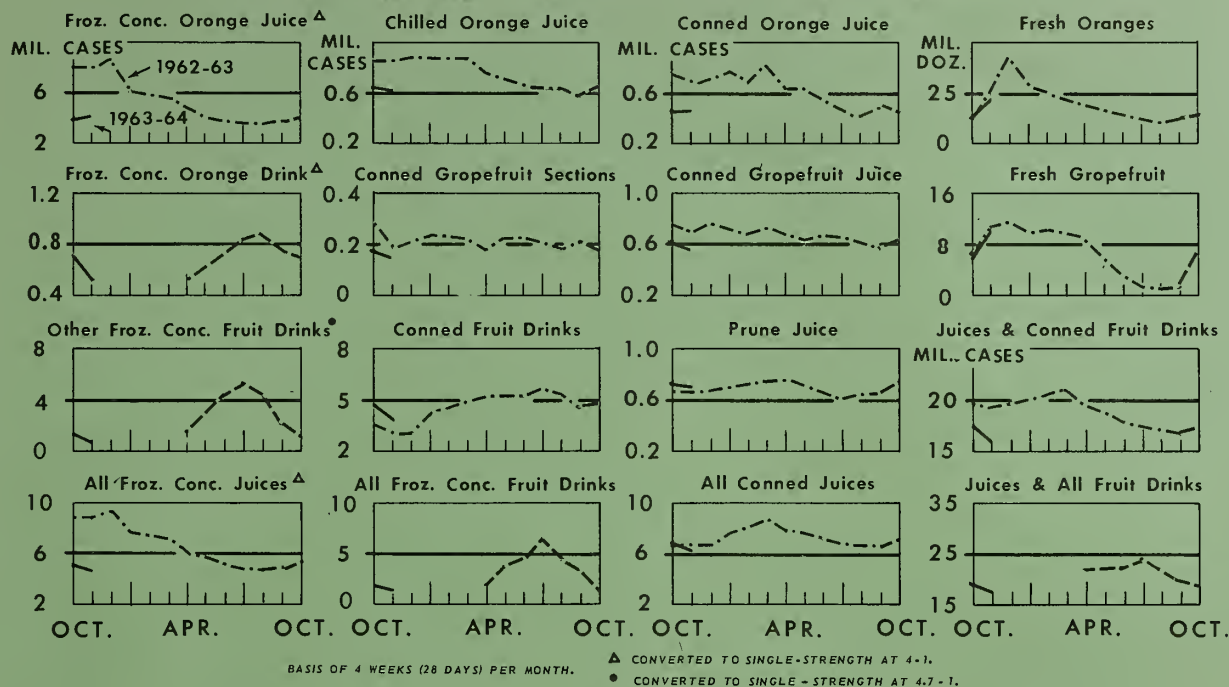


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

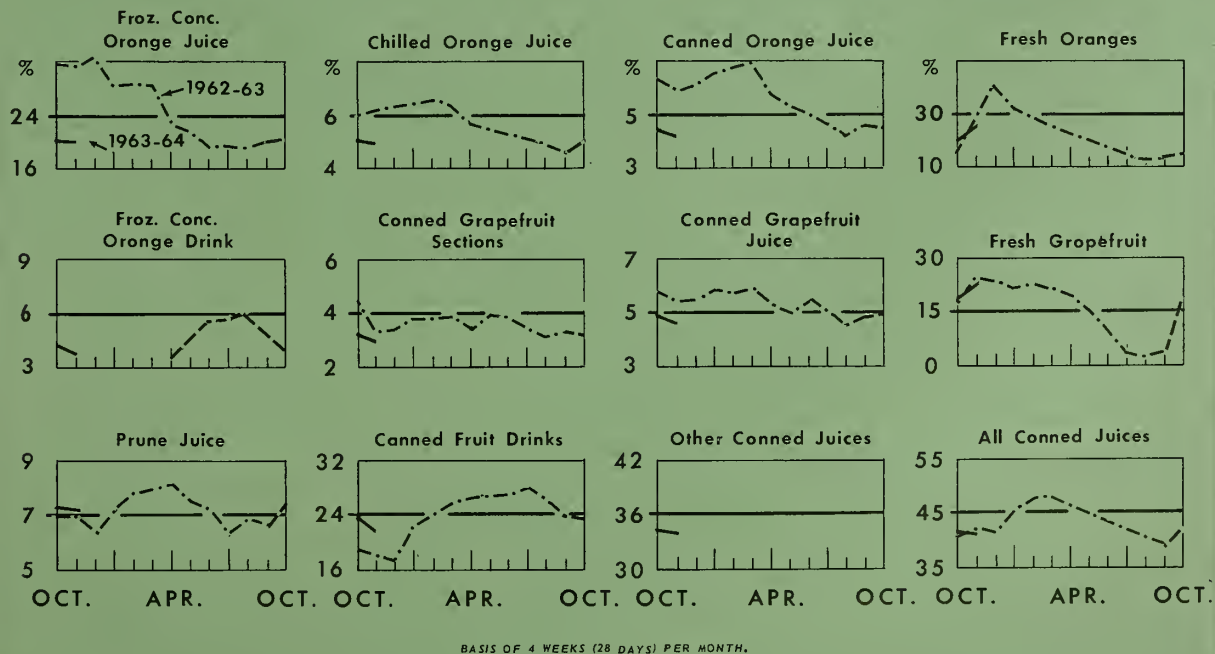


Figure 8

U. S. DEPARTMENT OF AGRICULTURE

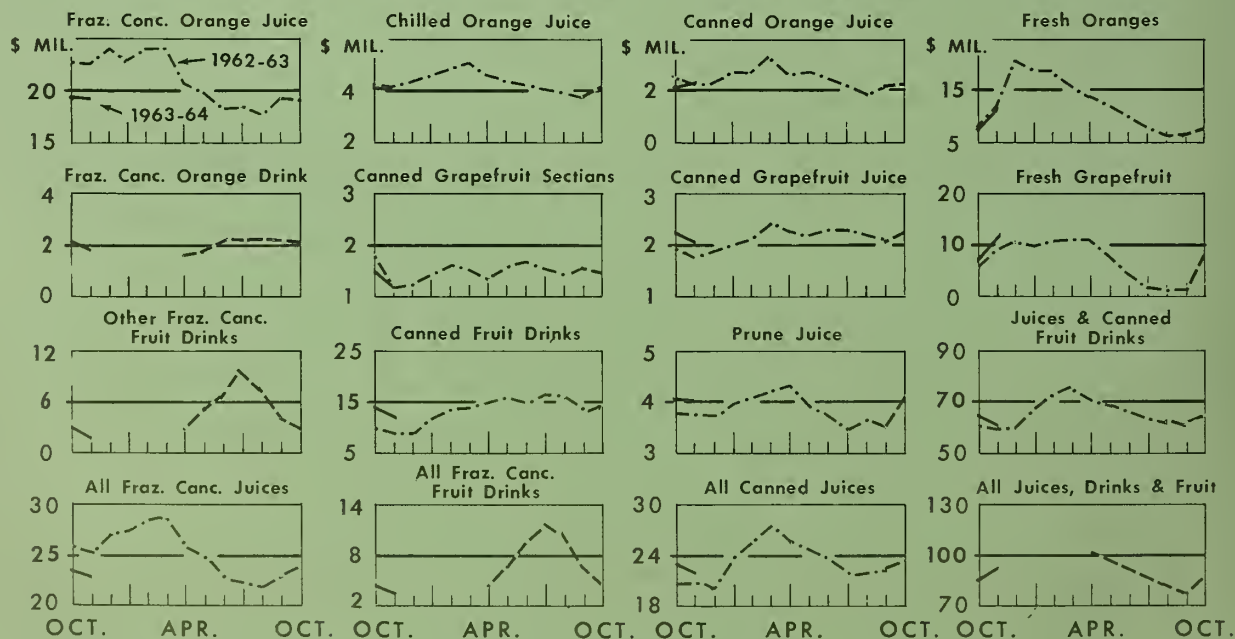
NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9